



Background & Objectives



Primary goal is to reduce costs and expenses while improving value



Financial situation requires addition of products and services without new current year investments



Address sub utilization and overpayment on certain products



Bundle products and services where possible

Optimizations



- Improved effective discount structures for legacy products and services
- Mitigated risk of lock-in when adding additional products and services with bundled and pooled entitlements
- Structured deal to avoid future cost increases

Financial Results



- ◆ \$10M USD Salesforce spend addressed
- ◆ \$2.3M USD in savings achieved
- ◆ Savings: 23%

ROI: 400%